

ESG: MANY YEARS AGO, WHEN THE FUTURE WAS BETTER

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November 2020: it was a cold winter evening after a long day of work and I was finally home, enjoying hot tea, the fire in the fireplace and watching a movie in the living room with my family. So it was that night that my 18-year-old daughter, from generation Z, while we were watching an old American movie from the 1970s similar to "happy days", said to me: "**Dad, you know it must have been really nice to live in your times**, I would have loved to have been born 50 years ago!"

I was really **struck** by that comment...

It was there that I realized that something was getting out of the hand for a boomer like me, being a history and anthropology lover, I realized that the **world was running towards a negative, if not worse, destructive turn**. Me, who from prehistoric times to the Fire Age, from Iron Age to the Holocene, know almost everything... in fact... I am almost convinced that I have lived in more than one past era!

Yes, actually the world is taking a turn for the worse, and history teaches us that every thousand, every million years the world makes self-corrections to save itself at the expense of those who live in it.

The world will not disappear, but we will disappear if we do not implement something significant to prevent global warming, pollution and water shortages.

A simple example?

Observe how nature can take back its space over time: Chernobyl was an ordinary town that was abandoned in only two days for the disaster that occurred only 40 years ago, in 1986... If you go to the Ukrainian town today, you can see how nature is taking everything back, how it is erasing all the areas abandoned by man due to his irresponsibility. The environment is covering everything with its green, erasing everything.



More recent illustration?

9 March 2020: the whole of Italy shuts down for the first time since the World War II, Italians did not understand what was happening, everyone repeated to themselves: "it's only two weeks, then our life will go back to the usual routine" ... instead, months and months passed without anyone knowing what was going to happen...

The city of Venice finds itself depopulated by tourists, St Marco's Square is deserted, bars are closed, lights are out, residents are locked in their homes and tourism is being completely banned...

Meanwhile, how is the state of the lagoon?

The lagoon returns to shine in all its beauty, such clear and transparent water has not been seen for years: here, too, nature has managed to protect itself and shine in its best form.

So, the world will not disappear, it will know how to reset itself and start from scratch. **If we do not truly begin to respect the environment**, nature will take back all that is due to it, but we will not. **If we do not know how to balance the** economic aspect and respect for nature, we will **fail** and disappear, as already happened in times before ours, Chernobyl, the meteorite that wiped out all life, and other examples.